

GRINDS KNIVES

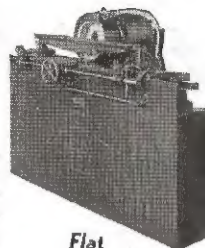
Edge Up
or Down

Improved heavy, box-type bed insures greater rigidity and greater accuracy. This sensational type B26-60, in five sizes... 26", 32", 38", 44" and 60" . . . is priced low.

Write for circular.

**SAMUEL C. ROGERS
and COMPANY**

209 DUTTON AVE. BUFFALO, N. Y.



Flat
or Concave
Bevel

commodate large quantities for the big set-ups and special drills have long been used to make certain that the openings are well aligned and properly spaced. The wood is held in place, either by hand or a jig and the properly mounted drills are placed in two sets in the desired relationship to each other. When a foot lever is pressed, the whirling drills are brought into position and they drill the holes in both sides of the block.

Dowel sanders are also important to the toy factory. They smooth off the rough dowels used in making of many peg toys and in separating large pieces of wood with cage-like structures. Also, in conjunction with dowels, there are wood tapping and threading machines at Playskool Institute. Dies tap holes and thread the dowels as small as $\frac{1}{4}$ " in diameter with efficiency and they'll take as large as 3 or 4" stock.

It's the finishing department, though, that's the pride and headache of the factory officials. Dipping, tumbling and spraying are the three forms of applying finish to the smoothly sanded parts. Most of the dipping operations are for staining wood or for applying heavy lacquers to pieces so small that they could not be sprayed economically. The staining usually precedes pieces being sprayed with clear lacquer. A heavy viscosity lacquer is used in the plant with a fast-working drier in it to keep the heavy lacquer from running to an uneven surface. It's important in maintaining the high standards of beauty, safety and smoothness to the touch that account largely for the popularity of Playskool toys. The lacquers contain no arsenic or lead, of course; all are made with vegetable bases.

Bright, true colors are important factors in the organization's products. They're very accurate and are employed in the primary and complementary colors. All toys are tried in the various color combinations for accuracy, appeal and pleasantness.

Regular clear sealers are used in the plant and the raised grain is buffed to glass-smoothness with brush and sandpaper buffers. Tumbling is used to finish the innumerable pegs children use in school and in play.

Materials in the factory come from all over the country and they must arrive at the required time to prevent cluttering up the busy plant or holding up assembly or manufacturing operations. Turnings from Boston, Ponderosa from the West Coast, Magnolia from the South, all must come in when they're wanted. Purchasing is most carefully scheduled at this factory to keep things running smoothly.

But behind all the manufacturing and designing operations is the work of Manuel Fink, sales manager, who sees to it that there's a steady and increasing demand for Playskool products. When difficulties resulted because the business was all crowded into the Christmas season, he persuaded the public that children like to play the rest of the year too. And when toy departments were closed down during the between-Christmas months, he placed his products in department stores, infant's wear shops and baby shops.

When properly trained salespeople were lacking, he developed sales forces from young education school graduates who had no sales experience but understood the educating of the pre-

school child. An intensive training course reviewed these salespeople (150 demonstrators) on their educational background and trained them to sell intelligently. New York and Chicago sales offices are maintained by Playskool and other sales representatives are scattered all over the country. At principal department stores, such as Marshall Field's, Macy's, and Hudson's, experts have the Playskool line available for the public at all times.

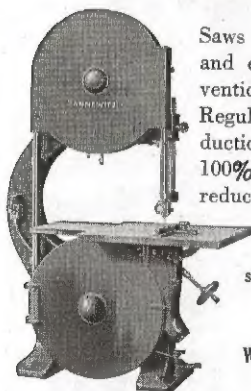
People are becoming increasingly conscious of the distinction between ordinary and educational toys. Furthermore they watch for smooth, non-toxic finishes, rounded corners, sturdy construction, the things that simplify the buying of children's toys.

New South Bend Lathe Catalog

A new condensed catalog describing the entire line of South Bend Lathes has just been issued by the manufacturer.

Containing only 8 pages, this 8½" x 11" catalog may be placed in a binder or filed in a standard letter file. The condensed data includes illustrations, basic dimensions, capacities, speeds and feeds of back-geared, screw cutting lathes having 9, 10, 13, 14½ and 16" swings, with bed lengths from 3 to 12 feet.

Copies of this catalog, No. 52, are available upon request from South Bend Lathe Works, Dept. M6, South Bend, Ind.

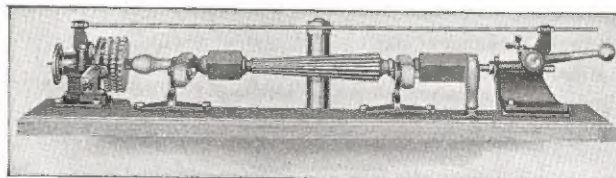


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Write for circular.

The TANNEWITZ WORKS
GRAND RAPIDS • MICHIGAN



FLUTING HEADS

Single and Multiple Spindle takes work of any diameter up to 6 in., any length.

THE SHAWVER CO.,

SPRINGFIELD, OHIO

Manufacturers of Twist Machines, Twist Sanders, Veneer Shears.